

SEWF 2018



**SEWF 2018**  
**YOUNG TALENT**  
**PROGRAMME**

10-12th September / Edinburgh and Glasgow





Empowering  
communities.  
Accelerating  
positive change.

PwC has worked with social enterprises for many years, through our supply chain and by using the skills and insights of our people in volunteering roles. We are proud to be supporting the 10th Anniversary of The Social Enterprise World Forum



[www.pwc.co.uk](http://www.pwc.co.uk)



PwC is proud to be supporting the Young Talent Programme as part of this year's Social Enterprise World Forum, especially during the Year of Young People. Over the course of this week, you'll get to make new connections, share ideas and skills, learn more about the global social enterprise sector and feel inspired.

At PwC, our people are our biggest asset and a majority of them are young, with the average age being 28. We want to empower our people to be the best they can be, to encourage and harness their talents, insights, creativity and entrepreneurship. We also want to ensure that our people reflect the wider society in which we operate, as a major UK employer, and we're committed to broadening access to a career in professional services and being part of creating a diverse workforce for the future.

Being a part of the Young Talent Programme gives us the opportunity to support you in learning more about this exciting and fast growing sector and to build your networks and connections, with each other, with social entrepreneurs and with those who influence and collaborate with the sector.

PwC has worked with the social enterprise sector for over ten years with organisations such as The School for Social Entrepreneurs, setting up our own social entrepreneurs club back in 2012 which uses the skills of our people to support social entrepreneurs as they grow their projects. At the same time, we also opened our very own social enterprise bistro, Brigade, which provides opportunities in the food industry for those experiencing, or at risk of, homelessness. We are also part of the 'Buy Social' corporate challenge which aims to encourage large organisations to bring social enterprises into their supply chains and we're really pleased to have more than 40 social enterprise suppliers.

Earlier this year we supported another unique project for young people inspired by social action, called 'Drivers for Change'. This 11-day journey took 100 young entrepreneurial participants around 8 towns and cities in the UK. It combined visits to local social enterprises, meeting inspiring role models, plus leadership and skills sessions, with the aim of creating a network of diverse and dynamic drivers for change. We're delighted to be supporting a number of those who attended Drivers for Change on the Young Talent Programme.

All of this is at the heart of our purpose which is to build trust in society and solve important problems. It also helps us demonstrate our commitment to being a responsible business.

So I hope you all get to make the most of the opportunities this week will bring and I wish you all the very best in however you choose to take those opportunities forward afterwards.

**Mark Hoskyns-Abrahall, Edinburgh Office Senior Partner,  
PricewaterhouseCoopers LLP**

# DAY-BY-DAY SCHEDULE



## Monday 10th September

### Morning Venue:

PricewaterhouseCoopers LLC / 144 Morrison Street / Edinburgh EH3 8EX

09:00	<b>Registration</b>
09:30	<b>Welcome and Opening</b> <p>As part of the welcome from Young Talent sponsors Price Waterhouse Coopers, you will hear about their strategic approach to engaging and fostering young talent.</p> <ul style="list-style-type: none"><li>– Mark Hoskyns-Abrahall, Edinburgh Office Senior Partner, PwC</li><li>Maggie Robb, Corporate Sustainability Manager, PwC</li></ul>
10:00	<b>Young Talent Programme Introduction</b> <ul style="list-style-type: none"><li>– Joan Riddell, Young Talent Co-ordinator, Social Enterprise World Forum</li></ul>
10:15	<b>How the Expectations and Aspirations Of Young People Are Changing and Business Needs To Do More and Do Better</b> <p>Adele Peek opens our programme by starting conversations, examining issues, expectations and aspirations of young people, bringing both a world view and perspectives from her engagement with first nation people in her consultancy work and more recently with The Foundation for Young Australians.</p> <p>This interactive session will set the big context for the next two days, and start to tease out the key messages we want industry leaders to hear.</p> <ul style="list-style-type: none"><li>– Adele Peek, General Manager Indigenous Engagement, The Foundation for Young Australians</li></ul>
11:15	<b>Coffee break</b>



## Monday 10th September (continued)

11:30	<b>So What? Outcomes Matter</b> Adele Peek continues the discussion with an interactive workshop on what you want to achieve over the next two days, and how you will get there.
12:15	<b>Lunch – Courtesy of PwC</b>
12:30	<b>Bus departs PwC Morrison St for St Andrew's in The Square, Glasgow</b>

### Afternoon Venue:

St Andrew's in The Square / Glasgow

14:00	<b>Exploring Entrepreneurial Characteristics with Micro-Tyco Innovate</b> Wildhearts Founder, entrepreneur, author and Ex Chart topping rock singer Mick Jackson leads this session, introducing you to WildHearts' vision of Business for Good; from microfinance in the developing world to Micro-Tyco at home. A workshop session will take you through the Micro-Tyco Method & Business Fundamentals that successful Micro-Tyco teams apply. We'll use the method to explore local, national and global issues using the United Nations Sustainable Development Goals to focus our thinking. This Interactive Session will help you examine your entrepreneurial characteristics and how you can use these in a business context to create real social impact. <ul style="list-style-type: none"><li>– Mike Jackson, Founder, Wildhearts</li><li>– Michaela Stewart and Heather McCann, Wildhearts</li></ul>
17:00	<b>Close</b>

# DAY-BY-DAY SCHEDULE



## Monday 10th September (continued)

17:10	<b>Bus departs St Andrew's in The Square for The Experience</b>
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### Evening Venue:

The Experience / Hillington Park / Montrose Avenue / Glasgow G52 4JR

18:00	<b>Karting and food at The Experience</b> one of Scotland's most ambitious social enterprises with fabulous facilities, a great social mission and proven social outcomes.
21:00	<b>Bus departs The Experience for Edinburgh</b>



## Tuesday 11th September

### Venue:

Sir Walter Scott Hall / Grassmarket Community Project / 86 Candlemaker Row /  
Edinburgh EH1 2QA

09:10	<b>Check-In, Morning Tea and Coffee</b>
09:30	<b>Welcome to Grassmarket Community Project</b> – Johnny Kinross, CEO Grassmarket Community Project
09:40	<b>Understand Your Leadership Potential</b> <p>The Social Enterprise Academy engage individuals, organisations and young people in Leadership, Coaching and social enterprise development programmes across Scotland and beyond. Currently we have 9 hubs around the world across three continents.</p> <p>Today's session will bring you a flavour of our leadership programme. Working in small groups, you'll start to identify what sort of leadership you feel is needed today and key leadership traits. You will also explore and start to recognise times when you and your colleagues have exhibited these traits, and identify what you feel passionate about and what matters to you.</p> <p>In short, we intend to give you something Google can't - a new view of yourself in relation to leadership, clarity about the causes that matter to you and the desire to do something about them.</p> <ul style="list-style-type: none"><li>– Lara Friedman, Head of Social Enterprise Academy Global Learning Lab</li><li>– Sally Robertson, Consultant and Programme Tutor, Social Enterprise Academy</li></ul>
12:30	<b>Lunch</b>



## Tuesday 11th September (continued)

13:15	<p><b>Social Enterprise Teamworking</b></p> <p>Freshsight, a social enterprise established and run by Edinburgh University students, has been recruiting stand-out students, developing consultancy skills and creating strong teams for over 10 years. FreshSight succeeds through the diversity of teams, so this session will explore how to create, how to scale, and how to motivate teams in a social enterprise context.</p> <ul style="list-style-type: none"><li>– Zoë Fillingham, Director, FreshSight.</li></ul>
14:45	<b>Coffee break</b>
15:00	<p><b>Making an Impact on World Health</b></p> <p>In this talk, you'll hear about the Johnson &amp; Johnson Credo – the values which drive decision-making, and why it is so important to this company to be involved in the Social Enterprise World Forum. Ian Walker explores how young people and social enterprise can contribute to reducing global health inequalities, with examples of the Multinational's healthcare programmes around the world, employee engagement activity and work with the UN 'One Young World' programme.</p> <ul style="list-style-type: none"><li>– Ian Walker, Director, Johnson &amp; Johnson Global Community Impact</li></ul>
16:00	<p><b>Getting the Best Out Of The World Forum</b></p> <p>A workshop session with the Social Enterprise Academy – to help you set your own challenges and prepare to get the very best experience out of your time at the Social Enterprise World Forum.</p>
16:45	<b>Closing remarks</b>
17:00	<b>Close</b>

**Free Evening**





## Wednesday 12th September

### Morning Venue:

Sidlaw Auditorium, EICC / The Exchange / 150 Morrison Street /  
Edinburgh EH3 8EE

09:00	<p><b>Young Talent Masterclasses</b></p> <ul style="list-style-type: none"><li>– Chair: Stephanie Pronk, Common Good Solutions/Social Enterprise Institute (Canada)</li></ul> <p><b>1. Effective Storytelling to Build Awareness</b></p> <ul style="list-style-type: none"><li>– Andres Morales, Living in Minca (Colombia)</li></ul> <p><b>2. Inspiration As An Engagement Strategy For Social Enterprise</b></p> <ul style="list-style-type: none"><li>– Kelly Davies (Wales)</li></ul> <p><b>3. Leadership and learning for social entrepreneurs</b></p> <ul style="list-style-type: none"><li>– Alastair Wilson, School for Social Entrepreneurs (UK)</li></ul>
10:30	<b>Coffee break</b>
11:00	<p><b>The Social Shift : Social Enterprise Movie Premiere and Q&amp;A</b></p> <p>Join three young social entrepreneurs as they travel across Canada in a motorhome visiting social enterprises. Presented by director/young entrepreneur Joseph Huyer of Common Good Solutions/Social Enterprise Institute (Canada) in conversation with Michael Sheen (Social Enterprise UK Patron).</p>
12:00	<b>Lunch</b>

# DAY-BY-DAY SCHEDULE



## Wednesday 12th September (continued)

13:00	<b>Young Talent Participants join the main Social Enterprise World Forum for its Launch</b>
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### Evening Venue:

Upper Hall / Pleasance Courtyard / 60 Pleasance / Edinburgh, EH8 9TJ

18:00	<b>Young Talent: Presentations at The Pleasance</b> Edinburgh University and Edinburgh Innovation welcome Young Talent participants to an informal reception in the superb Upper Hall at the Pleasance. Enjoy Beer, Wine and Pizza while the ENACTUS Edinburgh Team and FreshSight showcase their inspirational projects. <ul style="list-style-type: none"><li>- Dave Gorman, Head of Social Responsibility and Sustainability, Edinburgh University</li></ul>
20:00	<b>Close</b>



## **Adele Peek**

Adele is a Yawuru and Bunuba social entrepreneur from Australia, with extensive experience working across the public and private sectors. Adele runs her own company in partnership with her sister Cara called Yum Yum & Delicious Pty Ltd and a Not For Profit, Saltwater Country, whilst developing the Foundation for Young Australia's Indigenous Strategy. Adele specialises in Indigenous engagement and communications, social procurement, reconciliation, Indigenous retention & recruitment, and events. Adele doesn't believe in just talking, she believes in action and sees integrity as a non-negotiable.



## **Alastair Wilson**

### **Chief Executive, School for Social Entrepreneurs**

Alastair is Chief Executive of the School for Social Entrepreneurs, equipping the next generation of social entrepreneurs to start up brilliant organisations to create social and environmental change. Alastair heads up a network of programmes across the UK and internationally.

Alastair joined the School for Social Entrepreneurs' very first cohort in 1997, in Bethnal Green, London, and went on to co-found Tonic Housing CIC - to develop a fresh approach to LGBT elder living. Also a trustee of the Sheila McKechnie Foundation and Cabrach Trust, Alastair has previously held trustee roles at Social Enterprise UK, UnLtd, Access and the Akram Khan Dance Company.



## **Andres Morales**

### **Co-founder and Managing Director, Minca Ventures / Living in Minca**

Andres is the co-founder and managing director of Minca Ventures Ltd and Living in Minca and a Doctor in Social Enterprise and Social and Solidarity Economy. He has international experience, working as both a researcher and consultant in more than 40 countries. Beyond his empirical work, Andres has published many pieces of research that includes journals and books. He has also designed and delivered a Social Enterprise MOOC Programme that reached out more than 40,000 beneficiaries in 180 countries.



## **Dave Gorman**

Dave joined Edinburgh University in 2013 as its first Director for Social Responsibility and Sustainability. He provides senior leadership and advice to the University on a wide range of topics including climate change and renewables, sustainability, responsible investment, community engagement, fair employment, sustainable and responsible supply chains and social investment. Prior to this, Dave undertook a wide range of community and volunteering work after graduation before pursuing a career in local government. For many years he worked for the Scottish Environment Protection Agency, latterly as its Head of Strategy. A chartered environmentalist and a chartered manager, Dave is a fellow of the RSA, the EAUC and the CMI.



## **Ian Walker**

### **Director, Johnson & Johnson Global Community Impact**

Ian Walker is a Senior Director within the Johnson & Johnson Global Community Impact team and guides the company's strategy and execution in the area of Social Business Practice, mainly in EMEA and Asia Pacific. The Global Community Impacts team is tasked with "Supporting and championing the people on the front lines, who are at the heart of delivering care".

Prior to joining the Global Community Impact team in September 2014, Ian was Managing Director of the Johnson & Johnson MISSA (Maghreb, Iran and Sub Saharan Africa) business for Johnson & Johnson's Medical Device business for seven years. During this period, the business enjoyed significant growth, culminating in the award of the 2014 Queen's Award for Enterprise in International Trade. Ian has also held positions as UK Marketing Director for Ethicon, EMEA Marketing Director for CardioVascular and Marketing Director based at Ethicon's World wide head office in Somerville, New Jersey, USA.

Ian is also member of the UK's Johnson & Johnson Medical Ltd Statutory Board of Directors.

Ian has a great passion for Africa and has a particular interest in the area of Obstetric Fistula prevention and repair, and Surgical capacity building.

Ian has a BSc (Hons) from the University of Aberdeen, MBA from University of Edinburgh and is a Fellow of the Chartered Institute of Marketing. Ian is married and lives in Fife with a wife, two boys, a Pyrenean Mountain Dog, two kittens, and six chickens.

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## **Kelly Davies**

### **Founder, The Goodwash Company**

Kelly is the Founder, and ex-CEO of a multi-national award winning social enterprise called Vi-Ability Educational Programme. She is also the creator of Football CEO, a Co-Founder of The Goodwash Company, Chair of Street Football Wales, a Trustee of the Welsh Football Trust and Business Wales, an Ashoka Fellow, and an honorary Social Enterprise UK Fellow.



## **Lara Friedman**

### **Social Enterprise Academy**

Lara is Head of the Academy's Global Learning Lab, bringing expertise in learning and development and organisational change. An accredited coach and skilled facilitator, Lara has over 17 years' experience in Leadership Development, Organisational Development and Change Management.

Prior to joining the Academy, Lara worked as an in-house Learning and Development Manager and an Organisational Development Consultant both nationally and internationally. Many of the organisations she worked with were large organisations with multiple stakeholders and ambitious plans to make significant impact through strengthening their leadership capacity. (e.g the NHS, Greenpeace International, British Council, Government Departments and Financial institutions).



## **Mick Jackson**

### **Founder, WildHearts Group**

Mick Jackson is a serial entrepreneur, author and Ex Chart topping rock singer. He is also the founder of the WildHearts Group – a portfolio of companies committed to creating global social change. To date, WildHearts have transformed over 250,000 lives globally and invested over £6,000,000. WildHearts aims to transform one million lives by 2020.

Mick's work has been recognised globally; he has received numerous honorary doctorates, was EY Entrepreneur of the Year in 2016 and was voted Top Scot by the UK public (an honour he shares with JK Rowling and Sir Chris Hoy). In 2015, WildHearts was awarded Social Enterprise UK's People Choice Award. Mick is the second only recipient of the highly prestigious Babson Social Innovation Award from the world's top school in entrepreneurship.



## **Sally Robertson**

Sally has been working for the charity and not for profit sectors for almost 20 years. A former senior manager at Oxfam GB she has since worked with a number of organisations across the sector.

Examples of organisations range from WWF Scotland, the John Muir Trust and the Perth and Kinross Real Nappy Network. She brings expertise in strategic planning and management, campaigns and communications planning and team building.

She brings wide experience of working with organisations large and small, established and new. Before becoming a freelance consultant in 2004 Sally was Oxfam GB's Campaigns Operations Manager and Corporate Internal Communications Manager. As a freelance consultant she has supported organisations in a range of ways including Facilitation; Strategic Planning and Management; Campaign and Communications Planning and Team Building.



## **Stephanie Pronk**

### **Director of Operations, Social Enterprise Institute, Common Good Solutions**

Stephanie Pronk is a globally-minded, driven, inquisitive change-maker with a passion for social enterprise. Having worked for social enterprises in the UK and Canada, she currently serves as the Director of Operations of the Social Enterprise Institute, where she is on a mission to bring tools for transformative social change to anyone around the globe with an internet connection.

In 2014, she was named by 21 Inc as a Top 50 under 30 in Atlantic Canada, and has been a driving force behind numerous community organisations, including the Halifax Music Co-Op. She was also an author of Nova Scotia's 2014 Social Enterprise Census. A leader in the social enterprise sector, Stephanie has helped lead SEI's parent company, Common Good Solutions to where it is today.

While her background is in Human Resource Management she is considered an expert in project management, workshop creation and delivery, online marketing and web design, and all things social enterprise. Stephanie has a business degree with certificates in Psych and French from Saint Mary's University, and a certificate in eLearning from the University of Calgary. She is currently completing a certificate in Project Management from UBC, is annoyingly always taking online courses, and has worked in the Social Enterprise space in both Scotland and Canada.

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## **Zoë Fillingham**

### **Director, FreshSight**

Zoë is a final year student at the University of Edinburgh and is the director of FreshSight, a student-led social enterprise consultancy firm based in Edinburgh. For over 10 years now, FreshSight has been recruiting stand-out university students, training them as consultants, and together in teams they have provided strategic support to over 120 clients across the UK, and now internationally. Diverse and driven teams is at the core of what FreshSight does, and is how we successfully further our clients' social impact. Zoë has worked abroad as a social enterprise consultant in Rwanda and is excited by just how international the SEWF community is.





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